



Classification: Route Sales Representative

Working Title: Route Sales Representative (Floater)

Position Number: 358-765-1791-004

Division/Unit: Sales & Marketing / 765

Assigned Headquarters: Santa Fe Springs

Position Eligible for Telework (Yes/No): No

Job Description Summary

Under the general direction of the District Sales Supervisor, the Route Sales Representative (Floater) is assigned to serve as a liaison to Lottery retail accounts. The Route Sales Representative (Floater) is assigned a state van and conducts field visits with a predetermined portion of the assigned Lottery retailers each day to maintain direct contact with retailers and assume all functions associated with the sale of Lottery products.

Job Description

35% (Essential) - Provide service to each assigned retailer by monitoring Scratchers inventory trends, ordering, delivering, and loading of Scratchers tickets for each retailer's vending machine.

25% (Essential) - Collect and verify monies from sales of both Scratchers and Draw Games from retailer vending machines. Accurately record all monies counted and ensure appropriate credits/debits are given to each retailer.

10% (Essential) - Provide merchandising expertise and distribute Point-of-Sale (POS) material at Lottery retailer locations.

10% (Essential) - Maintain all equipment supplies and ensure that all Lottery equipment is kept orderly and clean.

10% (Essential) - Train store personnel on Lottery products, services, and processes. Analyze sales trends, marketing plans, and equipment placements to make recommendations to maximize sales.

5% (Marginal) - Maintain accurate records of retailer contact/scheduled visits, vehicle maintenance and mileage, and perform other job-related duties as required.

5% (Marginal) - Monitor retailers to ensure Scratchers tickets are sold in a secure manner in accordance with California State Lottery policies. Resolve problems with retailers or refer retailers to proper person/agency. Monitor and report sales.

Scope and Impact

- a. Consequence of Error: Failure to provide regular service to California Lottery retailers can result in loss of effectiveness of promotional merchandising (POS) material due to out-of-stock/out-of-date/poor condition brochures and posters, etc., which may also result in lost sales. Failure to provide adequate Scratchers product and maximize price point mixes will result in lost sales. Failure to interact in a courteous and professional manner with California Lottery retailers, may lose the continuing support of those retailers, establish poor public relations, and may result in retailer withdrawal, which would decrease the network and overall sales.
- b. Administrative Responsibility: Documentation of retailer activities is vital to demonstrate efforts to grow retailer sales volume. Other administrative activities to support state employee expectations.
- c. Supervision Exercised and Received: The Route Sales Representative (Floater) receives general direction from and reports directly to the District Sales Supervisor or in his/her absence the Lottery Sales Manager. No supervision exercised.
- d. Personal Contacts: The Route Sales Representative (Floater) will have daily contact with Lottery retailers and Lottery customers (the public) while making professional sales calls (field visits). The Route Sales Representative (Floater) will have frequent to daily contact with district office support staff who take and receive messages and who provide material support. The Route Sales Representative (Floater) will have frequent contact with Revenue Collections to resolve retailer financial problems or exchange information.

Physical and Environmental Demands

Daily operation of a state van and extensive field work with assigned Lottery retailers. Incumbent will deliver, load, and service Lottery vending machines.

Working Conditions and Requirements

- a. Schedule: 8 hours as assigned Monday - Friday
- b. Travel: Daily travel required; majority of position is performed out in the field at Lottery retailer locations and/or within the confines of the assigned state van.
- c. Other: Work independently. Constantly works in outdoor weather conditions.

Effective Date:

NOTE: The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with this classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods or otherwise balance the workload.



SUPERVISOR'S STATEMENT:

- I have discussed the duties and responsibilities of the position with the employee.
- I have retained a copy of the signed duty statement.

Supervisor Signature

Printed Name

Date

EMPLOYEE'S STATEMENT:

- I have discussed the duties and responsibilities of the position with my supervisor.
- I have signed and received a copy of the duty statement.
- I am able to perform the essential functions listed with or without Reasonable Accommodation.
- I understand that I may be asked to perform other duties as assigned within my current classification, including work in other functional areas as business needs require.

Employee Signature

Printed Name

Date